



Alexandria Soccer Association

Board Meeting

17 September 2025

6:30 PM ASA Office @ Lee Center

Attendance	
Tommy Park	Executive Director
Sarah Christie	Deputy Director, Operations and Strategy
John LaValle	Member, Chair
John Timmons	Member
Troy Drafton	Member
Charles Herrmann	Member
Jeff Newhouse	Member, Secretary

Draft Meeting Minutes

1. The minutes for the December 19, 2024 and April 22, 2025 Board meetings were approved.
2. Communications & Outreach – Powerpoint presentation
 - a. Highlights included information on Access4All, US Soccer Foundation grants, press releases, newsletters, podcasts, and social media.
 - b. Our Soccer-in-School program has received national attention. Staff have made multiple presentations at seminars & conventions.
 - c. Relationships/arrangements with Facebook, Instagram, and Google allow us enhanced opportunities for measurable engagement.
3. Fundraising
 - a. We have exceeded our sponsorship goals for this fiscal year, which include donations, in-kind payments, and grants.
 - b. Planning is underway for a spring 2026 Potomac River boat cruise celebration.
4. Programming and Access
 - a. Recreation League registrations were slightly lower this fall.
 - i. This was not unexpected. Most youth sports organization experienced a post-Covid “bump” in participation levels. Most are now also experiencing a regression to the mean.
 - ii. The success of our Soccer-in-School program may have also played a part in reducing registrations in our traditional recreation programs. Parents of children enrolled in Title I schools commonly work weekend hours and are unable to provide support during this critical time. Free, organized, weekday soccer programming may have led parents to forego our weekend-based offerings. This subject needs further data-driven evaluation.
 - b. The ACPS Middle School Sports initiative has had a negative effect on our programming. Loss of field space and scheduling conflicts for our registrants have been a serious issue. School field use has been erratic and inefficient.
 - c. Access to the new facilities at Patrick Henry K-8 School has been secured after initial rejections by ACPS.
 - d. Access to Episcopal High School (EHS) facilities has been secured, both indoor and outdoor. This is part of an effort to reduce the need for facilities in other jurisdictions. Further study is needed to determine if the level of use at EHS should be increased in

the next fiscal year. Access to other privately-owned indoor space continues (Burgundy Farm, Commonwealth Academy).

- e. New Fairfax County facility-use policies have had a negative effect on our ability to rent field space. Their high % ratio requirement for county-resident use is inequitable.
- f. We have initiated efforts to change our status with RCPA from Affiliate to Partner. A partnership will lead to more equitable allocation of resources and facilities.

5. Facilities

- a. Simpson Park - increased engagement with the City has yielded results.
 - i. Immediate surface improvements were authorized.
 - ii. The City Manager has directed RCPA to reevaluate their work program priorities regarding major improvements at this site.
- b. Cameron Run Regional Park (Great Waves site)
 - i. Our unsolicited redevelopment proposal continues to move forward.
 - 1. We have received a positive, preliminary Economic Benefit Study from AEDP.
 - 2. Our consultants have developed a cost forecast and are finalizing the conceptual design documents.
 - ii. The proposal will be presented to the City Manager and Council later this year. Further refinement of the proposal and developer engagement will occur after their endorsement, leading to 2026 City Council action.
 - iii. The NOVA Parks land lease is being discussed concurrently by the Manager and Council.
- c. Brenman – preliminary discussions have been held regarding the suitability of this site for a pneumatic air structure (bubble), which would allow for all-season use of the field.
- d. Hoffman Holiday Inn Site – Developers have engaged with ASA and AEDP regarding the suitability of a bubble at this site to provide indoor recreational space.
- e. Summer 2026 renovation work (heavy) at Witter and Limerick will affect our programming.
- f. Player bench shields/shelters are now in place at Witter, Brenman, and Limerick. They are available for use by all field patrons at no cost to the city. Other park and school sites are being considered.

6. Strategic Planning

- a. Initiatives require additional research and engagement with our volunteer groups. The Board will be presented fundraising proposals from these groups soon.
- b. Board Members are encouraged to have more of a presence at ASA events and activities.

Meeting adjourned at 8:23

Resource Materials

- Staff Generated:
 - Meeting Agenda
 - ASA Facilities Update – September 2025
 - Episcopal High School facility use summary
- 2024.12.19 and 2025.04.22 Board meeting minutes